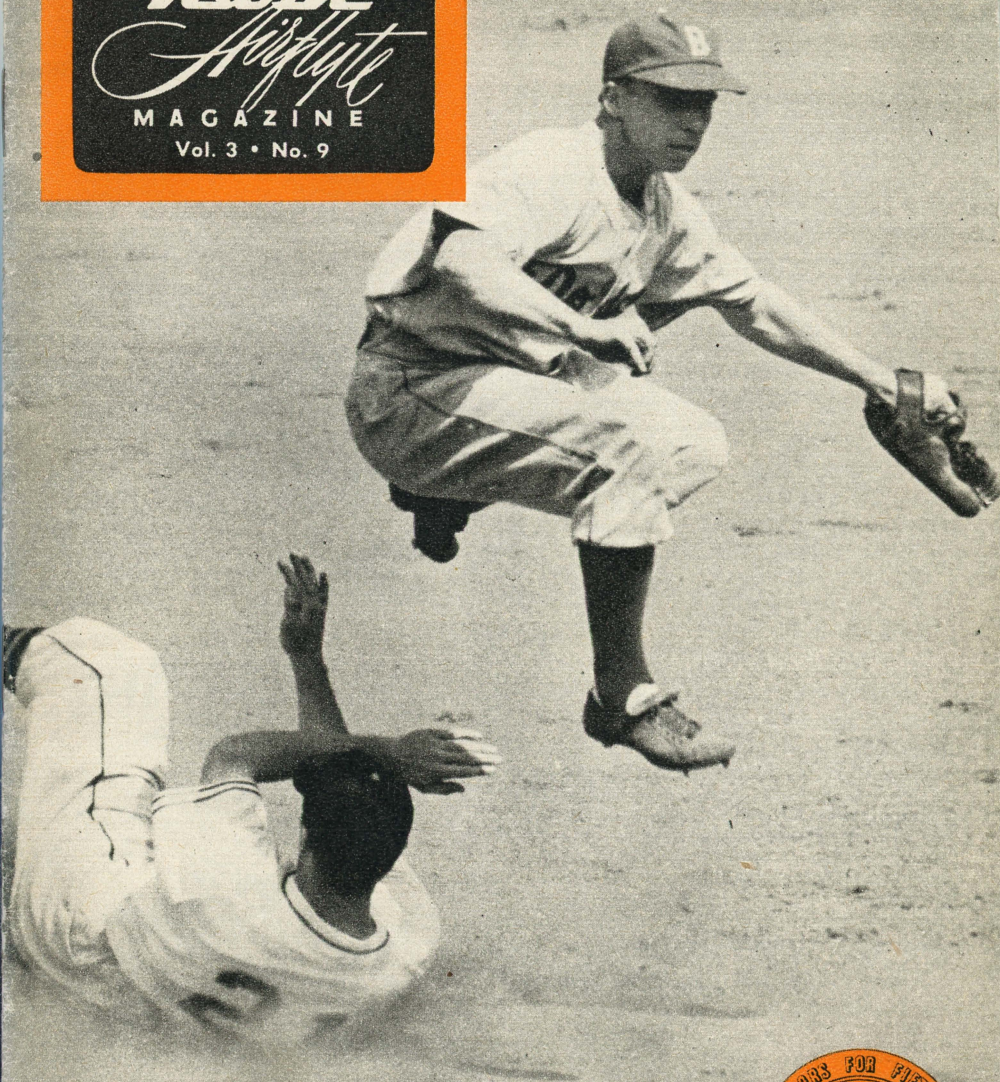


*Nash*  
*Airflyte*

MAGAZINE

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1952

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*Editorial Offices*

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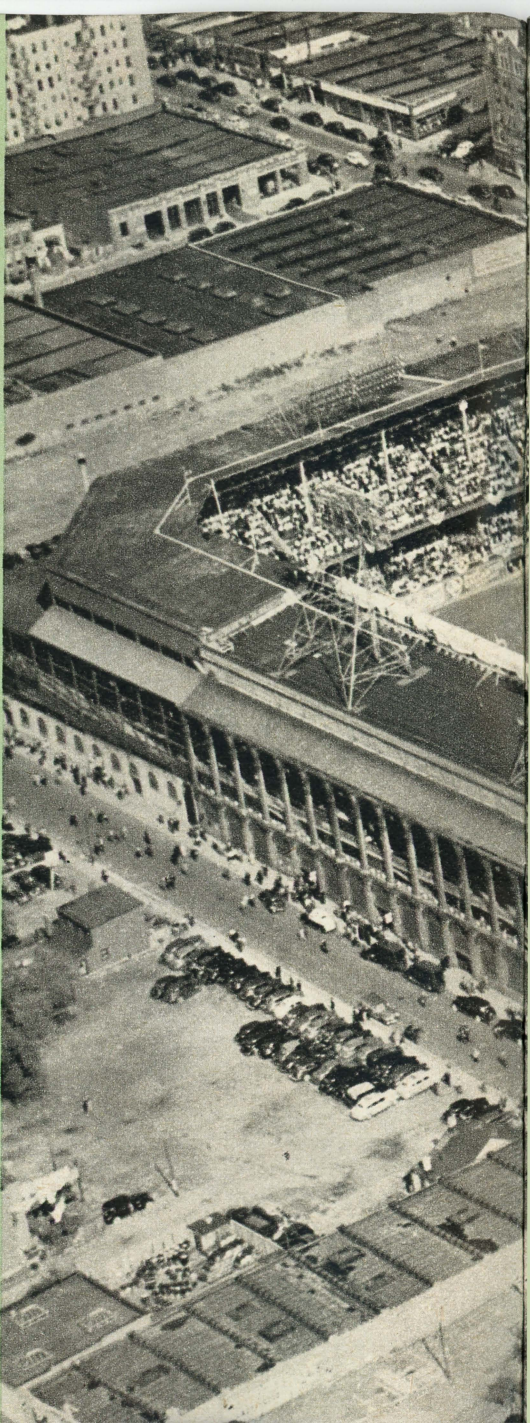
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Peewee Reese, Dodger shortstop, is the gentleman leaping in the air on our cover to engineer a spectacular double play. Reese started on the road to diamond fame as a sandlot player in the American Baseball Congress. Beginning on page 4 is a story about the mecca of all sandlotters—ABC's "Amateur World Series," which this year will be played Sept. 21-23 in Battle Creek, Mich. When the amateurs get through, the Big League champions will fight it out in October in the World Series, an event that amateur and professional player alike dream of taking part in. Twice in the past five years thousands of fans have jammed Brooklyn's Ebbets Field (shown here) to watch the Yankees trim the Dodgers in the World Series. The Big City neighbors are eyeing each other again.











*Exciting plays (above) mark Amateur World Series games. Only two-time national championship winner is Sutherland Paper Company of Kalamazoo, Mich., (below).*





# Sandlotter's Mecca

## 2,500 Baseball Teams Seek Amateur World Series Bids

by GEORGE PUSCAS, *The Detroit Free Press*

One would never have thought back in the hungry days of the early 1930s that here was the beginning of a new richness.

Yet, a worried band of recreation people, convening in Atlantic City, planted then the seeds of one of the United States' fastest growing amateur athletic circuits.

It is the American Baseball Congress, which now has grown to some 2,500 teams boasting more than 45,000 players and which continues to amaze its founders by frog-like leaps in size. On Sept. 21, 22, 23, the best of these teams will fight it out for top honors in Battle Creek, Mich.

Perhaps a new Bob Feller is in the 1952 crop. ABC officials would not be surprised, for Feller as a 17-year-old Iowa farm boy was among the first to pass through the ABC.

Other familiar names have followed him. Names like Virgil Trucks, Peeewe Reese, Dixie Howell, Robin Roberts, Jim Busby, Dale Mitchell, George Kell, George Spencer, Gus Niarhos, Bubba Church, Harry Brecheen and Preacher Roe.

Out of the ABC, too, have come two of the major league's most heralded "bonus babies," Frank House, who received \$75,000 for signing with the Detroit Tigers, and Jerry Zimmerman, who 'picked up a similar sum from the Red Sox.

So great and rapid has been its expansion that no longer is it pos-

sible to meet one of the ABC's original aims—to bring the teams together in one giant showdown for the national amateur championship.

Instead, they will have to journey to Watertown, S. Dak., for the western series, Sept. 13-18, or Battle Creek Mich., for the eastern tournament, Sept. 13-20, in a sort of two-bracket elimination series. The winners then will be thrown together in a final, climactic battle, which has become known as the "Amateur World Series."

Even this plan will have to be revised soon, because of the ABC's continual growth. Next year, four elimination sites, instead of two, will be set up.

No one thought it would come to this. Not even a gray-haired gentleman named C. O. Brown, who is president of ABC.

"It's sort of a long-range breathlessness," Brown says. "It's difficult to keep up with it."

Brown attended the fateful meeting in Atlantic City 20 years ago and insists now that the ABC was born of necessity.

"There was quite a slump in baseball in the early 30s," he says. "Some of the men at the meeting discussed the idea of a national amateur organization to promote baseball, but, like everybody, we had no money."

That problem was solved in 1935 by a group with keen interest in

(continued on page 6)



baseball—the Athletic Institute, a group of sporting goods manufacturers. It provided a \$5,000 start.

"Since then," Brown chuckles, "we've had to keep moving or be run over by ourselves."

Who plays in the ABC? Not every team, it's true, but any team that plays a regular season.

"We give them a real title to shoot for—the National Amateur Championship—once they've completed their schedules," Brown says.

"We've also developed many services, which amateur teams don't normally have—team accident insurance, a film library, advice and help in league administration, baseball clinics, umpiring, coaching, scoring and things like that."

Brown will take no part in the argument over which part of the country plays better baseball.

"Our national championships have been well distributed," he says. "It has been won by Houston, Texas; Lynn, Mass.; St. Paul, Minn.; Oklahoma City; Linden, N. J., and Birmingham, Ala.

"Michigan has won it four times. But the Sutherland Paper Co. team of Kalamazoo is the only two-time winner."

The ABC also has organized a junior championship, which is staged in mid-September in Niles, Mich. This has become pretty much the property of Detroit teams, winners in three of the last four tournaments.

Big city or small, though, it doesn't matter in the ABC. The defending champion among the seniors this year will be a group of college co-op students from a gold mine in Troy, Mont., who walked through the 1951 Amateur Series.

*Cleveland's Bob Feller, at the age of 17, was among the first to pass through ABC to pro ball.*







## ..... LONDON HOUSE, Chicago

Meteoric is the best word to describe the sudden ascension of Chicago's London House to a position of pre-eminence on gourmets' "favorite eating place" lists.

Right after World War II, two brothers, Oscar and George Marienthal, had "an idea" for a superb, downtown restaurant that would feature the finest of American cuisine.

They chose the site of Fort Dearborn, Michigan Avenue and Wacker Drive at the Bridge, a landmark that is world-famous.

Steaks, the thick, meaty, juicy kind, tenderly prepared on a huge copper-covered, open-hearth charcoal-broiler (you can select your own cut) are the specialty and delight of diners. The "Oscar Steak," for example, is a sirloin, cut like a filet and boasting a thickness of three delicious inches. Properly aged, it is done to a turned perfection and served with special London House garlic butter, Chef's Salad and other side gastronomical fillips.

Centered in the heart of Chicago's advertising row, London House is al-

ways populated by some of the nation's leading advertising men. Out of deference, the intimate tap and bar is called "The Huckster Room."

To the rear of the decorous and smartly styled main dining room is the restrained checkered-cloth-covered Coach Room, featuring murals of early England. This haunt was discovered early by columnists and stars of the theater, TV and radio.

The London House boasts its own bake-shop, from which such specialties as lush, creamy cheesecake and assorted pastries of merit emerge to tantalize the taste-buds.

### TEN-INCH LONDON HOUSE

#### CHEESECAKE

*Mix 14 oz. Baker's Cheese (or Philadelphia Cream Cheese and cottage cheese), 3 oz. sugar, 1 oz. flour, 6 egg yolks, ½ cup sour cream, ½ cup milk, vanilla or lemon flavor, pinch of salt. Beat egg whites stiff. Add 3 oz. sugar. Fold into first mixture. Pour into well-greased pan lined with mixture of crumbs, sugar, cinnamon and butter. Bake in water about 40 minutes at 450 degrees Fahrenheit.*





## SO YOU'D LIKE TO RUN A MOTEL?

**Read This Appraisal Before You  
Join 43,000 U. S. Competitors**

by FRANK REICHSTEIN

Like the sailor who joined the Navy to see the world—through a porthole—the unwary who would buy a motel and “retire” may instead find himself just “tired.”

If you've been hankering to buy a motel, you'll have company. You'll have 43,000 competitors, so be prepared for an interesting career. Better buy or build a *good* motel. Then if you think you can settle back in an easy chair and take it easy, you may find that someone has lined the seat pad with sandburs.

The vegetable hot seat may be the woman who irons her slacks on the plastic chair covering. It'll cost you \$10 to replace it, and you've taken

in \$8 for a unit's rental for a night. Or it may be the shifty-thrifty who talks you into accepting \$7 instead of a customary \$8 for a night's lodging, and then drives off with a \$2.50 bed sheet.

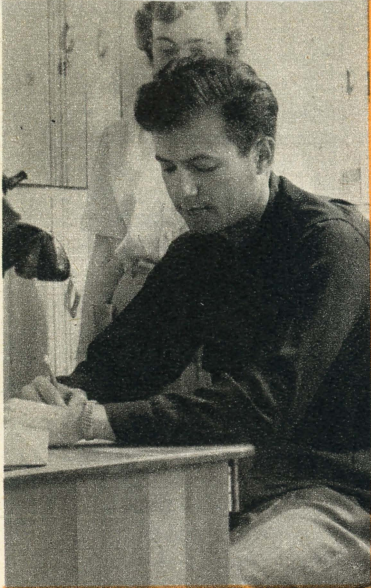
Do you think you can manage a smile for the next customer, knowing that the family in the north unit is spending its entire stay using the motel's washing machine and ironing board to get “presentable” for a hotel stop in the next town where such services come at a premium?

If you can shrug your shoulders after the rude midnight caller tells you that your rental is too high, calls your units “shacks” without inspect-

*(continued on page 10)*



Night guests sometimes  
must be registered at 2  
o'clock in the morning.



Frequent inspection of wiring  
is necessary. Owner usually  
makes repairs when needed.



Making beds with clean linens and  
keeping units spotless is a daily job.

Motel proprietors must be general  
handymen, often do own plumbing. →





ing them; if you can be philosophical after reserving a room for a party who doesn't show up with your "No Vacancy" sign flashing late into the night, you may proceed to the more difficult problems.

Marlin Wenzel, Rockton, Ill., a veteran of one year in the motel business, figures it would take 12 to 15 units to earn a living. He built four, added six, and prefers to continue operating his gasoline station adjacent to his motor court where he can be of assistance to his wife who keeps the units spotless. Wenzel can repair leaky faucets and plane down ill-fitting doors. He is "night clerk" while his wife grabs much-needed rest.

*A "front porch" extends the length of the 10-unit motel run by the Wenzels.*



More units than that would require extra help, figuring a maid can care for 10 units, and income doesn't permit that, Wenzel says. A day off is unthinkable during the peak season, which arrives with summer months when vacationists are heading north toward Wisconsin's fishing resorts.

Wenzel's motel sparkles as it must to compete with others. He has good furniture, pine-paneled rooms, soundproofing, excellent beds, baggage racks, easy chairs, a table, metal wastepaper baskets, screens, ironing boards, telephone service, individual radios, modern, well-lighted bath-rooms with showers, towels and cleaning tissue dispensers.

If you have no previous tourist court experience, it's wiser to buy than to build because it takes six to 18 months to establish yourself, eliminating costly errors. You also inherit a 20 to 60 per cent "repeat" business and possibly an already recognized high-standard court. Listing with AAA, Quality Courts United, United Motor Courts and other associations helps create better customers. You've got to be in business from three to six months before getting a listing. The AAA spends \$100,000 to inspect 20,000 courts. Inspection is free but approval signs cost \$100 a year. Uncleanliness is chief cause for rejection.

How much can you make? It depends upon the number of people you can accommodate, not the number of units. Latest figures reveal an expected profit of 29 cents on each invested dollar.

Is it worth it? Wenzel says, "You meet a lot of nice people."



# Fiesta of San Pedro

Colorful Fishermen's Festival  
Scheduled September 19-21

by MARK McMILLIN

Of all the colorful and picturesque fiestas with which the West abounds, none is more spectacular than the San Pedro Fiesta, held annually to emphasize the city's renown as the largest commercial fishing port in the world, and to bless the boats and fishermen who from this port go down to the sea in ships.

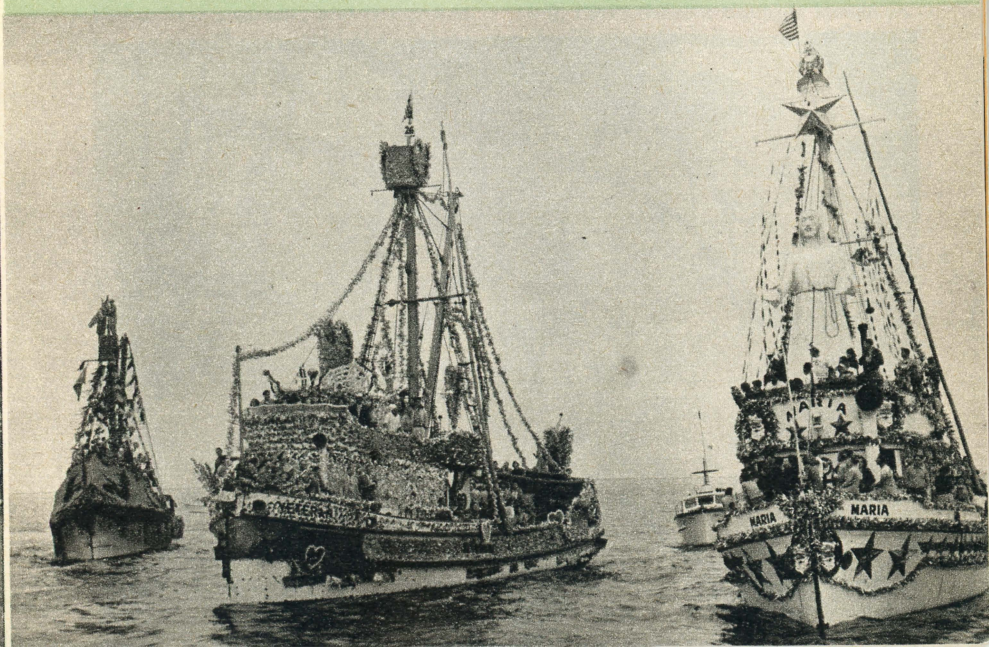
The three-day event, to be held Friday, Saturday and Sunday, September 19-21, is celebrated just be-

fore the opening of the great winter fishing season, during which thousands of tons of ocean fish—sardines, salmon, barracuda, tuna, yellowtail, albacore, anchovies and mackerel—are hauled into this great port city of Los Angeles.

During the Fiesta, the whole waterfront is agleam with colored lights. The streets are festooned with flags and bunting, and colorfully-decorated booths sell native food and prod-

(continued on page 12)

*Gaily-decorated ships of San Pedro fishing fleet compete for Fiesta prizes.*





ucts. Carnivals and fish fries are an everyday feature, and water taxis provide visitors with free circle-rides around the vast harbor to view the many installations and to inspect the U.S. fleet stationed there.

At noon on Sunday, a sea-air rescue by a U.S. Coast Guard helicopter always thrills the spectators. But the climax of the Fiesta is reached with the solemn blessing of the fleet by the archbishop, and more than a hundred fishing vessels parade majestically out to sea.

The ceremony of the blessing of the fleet is an old Portuguese custom, dating back five centuries ago when the Portuguese sea captains were among the most daring and renowned of the great Age of Discovery.

A high prelate of the Roman

Catholic Church, standing in a high, bunting-draped pavilion, blesses with holy water the long line of colorfully-decorated fishing boats as they pass slowly out to sea. After the blessing, solemn prayer is offered for all the brave San Pedro fishermen who have died in storms and high seas while plying their hazardous trade.

Preceding the ceremony, Solemn High Mass is celebrated in Mary Star of the Sea Church on the waterfront, where most of the commercial fishermen worship while in port. While on sea, most of them recite their daily prayers at tiny shrines erected on the ships. After the fleet is blessed and the male chorus has sung the last hymn, the fleet parades past the docks, pulls out of Fishermen's Slip and converges into the

*An old salt teaches three young crew-members intricacies of tying a slipknot.*







*Blessing of the fleet, an old Portuguese custom, is a highlight of the celebration.*



*More than 400 pretty girls such as these compete for title of Festival Skipperette.*

main channel of Los Angeles harbor.

Other events of the colorful Fiesta include a three-day carnival, parades, navy ship inspection, huge street dances with the participants in carnival costume, and the crowning of the Skipperette—the girl adjudged the most beautiful in the harbor city. The Fiesta also honors California's governor, who presides over the festivities and reviews the old-world pageantry from a specially-assigned boat that serves as the official reviewing-stand in the harbor channel. Other special guests include city and Federal officials, military officers and foreign consuls.

More than 100,000 persons come from all over the country every year to witness this ancient ceremony, which reoccurs down through the ages of history. And indeed the harbor of San Pedro has an interesting history itself, dating back to the days of the Spanish and Portuguese explorers. Since that time, the harbor

has been constantly improved, at a cost of more than \$100,000,000.

Other nearby points of interest include historic Point Fermin Lighthouse, located in 27-acre Point Fermin Park; the Old Banning House on the Phineas Banning estate; Drumm Barracks, built in 1861 as a supply depot for the U.S. Army of the Southwest; Terminal Island, half man-made on a sand spit formerly called Rattlesnake Bar; and Japanese Village, home of the local fishermen where visitors may hear the babble of many tongues on the crowded streets.

Here, too, are located the interesting fish canneries, open to visitors, and Fish Harbor, where each day hundreds of fishermen put out to sea, returning days or weeks later, their vessels loaded almost gunwales down. For San Pedro is a thriving ocean port, and the fishermen who live there look upon the sea as a home away from home.



# "Royalty"

*is her business*

Miss Lenora Slaughter  
Created the Dignified  
Miss America Pageant

who's



who



American Beauties—53 of them—will descend on Atlantic City, N. J., Labor Day to vie in a week of competition for the coveted Miss America title and the rich rewards that go with it.

From 46 states, Hawaii, Puerto Rico, New York City, Philadelphia, the District of Columbia and the Dominion of Canada, the fairest and most talented girls of North America will seek the Miss America crown and try for scholarship awards totaling \$26,000.

The scholarship fund, incidentally, is made possible by Nash Motors of Detroit and Joseph Bancroft & Sons Co., Wilmington, Del.

Pageant festivities officially get under way Tuesday afternoon, Sept. 2, when the contestants—each riding in a Rambler—parade behind snappy bands and beautifully decorated floats down Atlantic City's famed eight-

mile boardwalk. Then follows a week of gruelling contests climaxed Saturday night, Sept. 6, with the naming of Miss America before some 30,000 Pageant patrons.

One of those responsible for the successful staging of the national finals is Miss Lenora Slaughter, Pageant executive director. For the past six months, Miss Slaughter has put 15,000 miles on her Ambassador, attending state final contests and organizing new contests among civic leaders in communities from Maine to Florida.

In 1935, she was borrowed by Atlantic City from the St. Petersburg, Fla., Chamber of Commerce to assist in staging a new type of pageant. In 1936, she became a permanent member of the Pageant's staff as associate director.

In 1942, Miss Slaughter was named executive director of the Pageant and



took over the management of the contests throughout the land. Her first job was to eliminate private promoters and commercial organizations from directing contests.

By 1945, the country was pretty well organized in the interest of dignified promotions by civic leaders. However, through Miss Slaughter's national contacts, she realized the purpose of the Pageant was constructive for communities but not as beneficial to American girls as it should be.

Therefore, she conceived the idea of awarding educational scholarships to talented American girls instead of mythical screen tests and Hollywood contracts. She was convinced that only through advanced training, provided by scholarship monies, could a talented young American woman hope to attain success in the career of her choice.

She, therefore, raised a \$5,000 scholarship to be awarded the winner of the 1945 Miss America Title. Overnight the tone of the Pageant changed, and American girls became seriously interested.

The Miss America Pageant Scholarship Foundation was increased from \$5,000 to \$26,000 in 1946, and 16 national finalists became scholarship recipients of at least \$1,000.

In 1947, community and state contest directors recognized the value of a scholarship program in connection with their own contests. The scholar-

ship program grew by leaps and bounds, and today scholarships amounting to more than \$100,000 are given American girls who compete in community and state contests, many of whom never reach the National Finals.

Miss Slaughter was married in 1948 to B. H. Frapart, business manager of the Miss America Pageant. Mr. Frapart handles all of Miss America's activities, produces the magnificent Boardwalk Parade and attends to the innumerable financial details necessary in the promotion of a Pageant that has become big business today. These two people live the Pageant. It is not a job with them, but their life's work.

### Program of Events

#### Miss America Pageant

September 1-7, 1952—Atlantic City

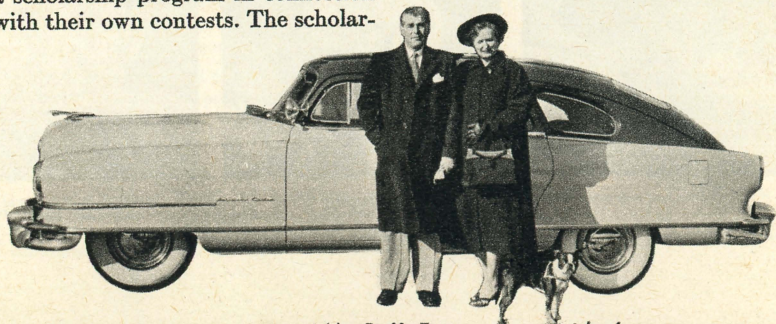
Tuesday, Sept. 2—American Beauty Boardwalk Parade, 3 p.m.

Wednesday, Sept. 3—Preliminary Contest, Convention Hall, 8:30 p.m.

Thursday, Sept. 4—Second Preliminary Contest, Convention Hall, 8:30 p.m.

Friday, Sept. 5—Third Preliminary Contest, Convention Hall, 8:30 p.m.

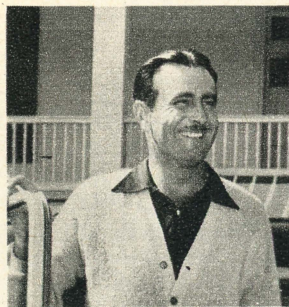
Saturday, Sept. 6—Final Contest and Official Crowning of "Miss America, 1953," Convention Hall Auditorium, 8 p.m.



Lenora Slaughter is wife of Mr. B. H. Frapart, Pageant business manager.



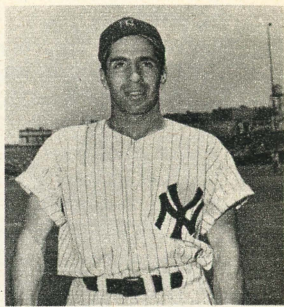
# How Many of these Famous N:



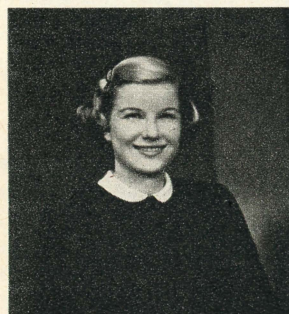
1. Top Money Golfer



2. Famous Hollywood & TV star



3. It's the Scooter!



7. Time Magazine Cover Girl



8. Champion race track driver



9. On the Screen "Joe Palooka"



13. World-famous Engineer and Inventor



14. "Pops" Himself



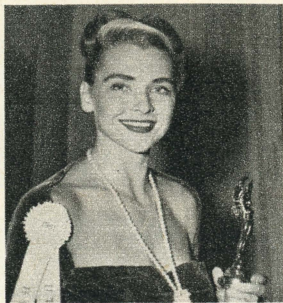
15. National Association of Stock Car Automobile Racing President



# Nash Owners Can You Identify?



4. No. 1 Sports Announcer



5. Miss America, 1952



6. Master of the "Masters"



10. Famous New York Sportsman



11. Connecticut Yankee



12. His Voice is his Fortune

## These...and Thousands more...

of distinguished Americans have this past year made Nash their personal car.

Now as never before that total is growing, with the introduction of The Golden Airflytes of 1952, the most beautiful and exciting cars of our time.

We shall continue to build for such a distinguished clientele cars they will be proud to own, proud to drive, proud to recommend.

**Nash Motors** Division Nash-Kelvinator Corporation, Detroit, Michigan

1. Lloyd Mangrum
2. Arlene Francis
3. Phil Tizuto
4. Bill Stern
5. Miss Hutchins of Utah

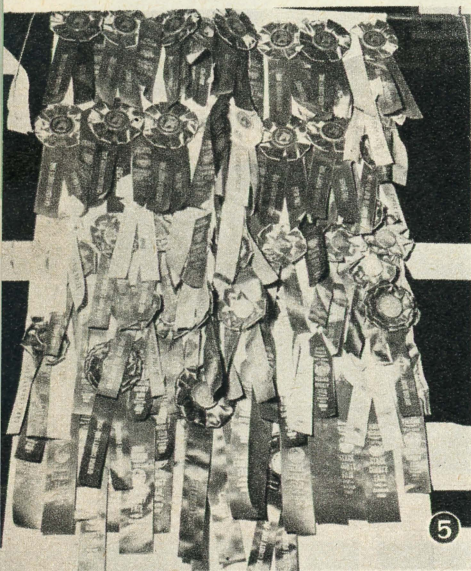
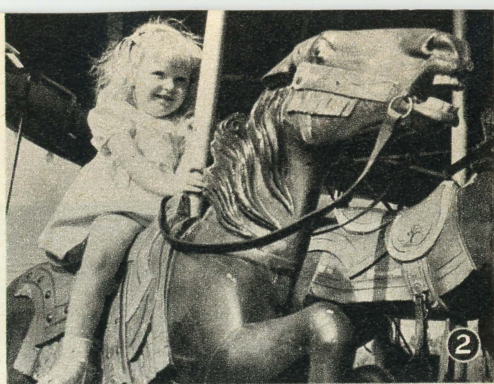
6. Sam Sneed
7. Barbara Bel Geddes
8. Herschel Buchanan
9. Joe Kirkwood, Jr.
10. Col. Eddie Eagan

11. Rudy Vallee
12. Earl Weightson
13. Buckminster Fuller
14. Paul Whiteman
15. Bill France



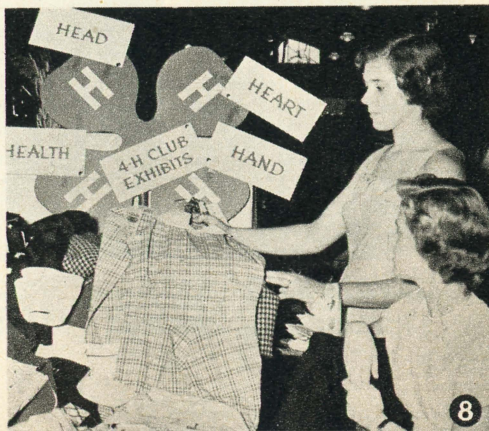
Ask your Nash Dealer to show you this "Who's Who" of thousands of other famous Nash owners.



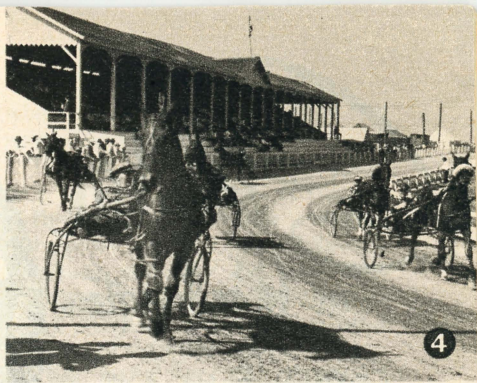


## \*\*\*\*\* HI! HO!

Fair Week! What a variety of sounds, smells and sentiment those magic words invoke . . . enticing the American family to come to the fair. And from now until late fall, thousands will converge on the community, county and state fairs that literally blanket the land. The Midway (1) is the fun area where the merry-go-round (2) still reigns supreme for the very young and where the freak shows (3) awe the entire family. Even the small-

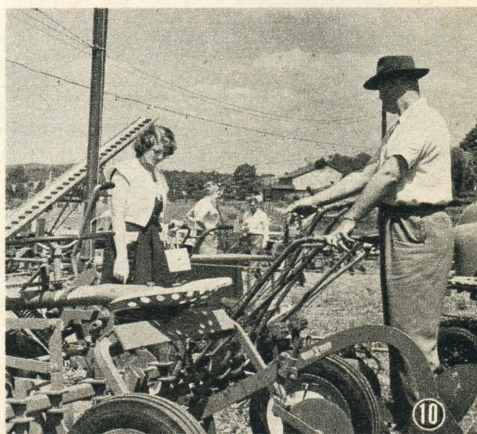
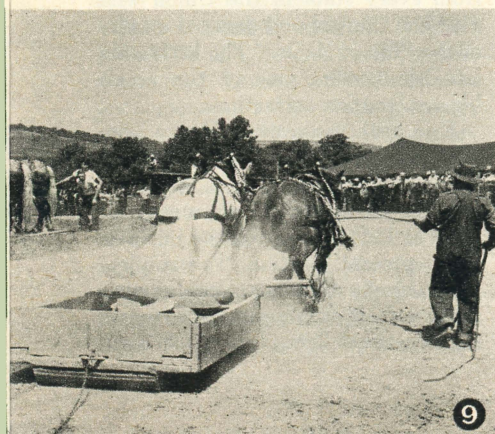






## Come to the Fair

est fairs have sulky races (4). But a fair is much more than entertainment. There are those blue ribbons (5) to be won by prize cattle (6), perfect ears of corn (7), home economics and hobby exhibits (8) and weight-pulling contests (9). And for inspection but not for sale is the latest in farm machinery (10). Yes, the fair still belongs to the farmer and his family—the people who feed America—the people who created Fair Week.





# Sundae in Washington

*Ice Cream Dishes*

*Such As "Killer Diller"*

*Lure 500 Customers*

*Daily to Eric Weile's*



by JAMES L. HARTE

*Jovial Eric Weile shows pretty customer how he creates famed artistic sundaes.*

Baltimore milkman Jacob Fussell, in 1851, discovered that ice cream could be made in quantity. He soon had the city ice cream crazy, and today all America owes him a vote of thanks. A second token of appreciation is due the nameless pharmacy clerk of Ithaca, N. Y., who, in 1897, 46 years after Fussell's innovation, poured some syrup over a dish of the cream and created the sundae.

Neither Fussell nor the pharmacy clerk, however, in their wildest imaginings could have dreamed that by 1952, according to Department of Agriculture figures, Americans would consume more than a half-billion gallons of ice cream yearly, or close to four gallons apiece for every man, woman and child in the nation. And that more than 20,000 gallons, made up in unparalleled sundaes, would be dished out annually by a man who, 15 years ago, had never tasted it.

The man is Eric Weile, born in Germany in 1907, who came to these shores 30 years later to escape the Nazis. Today, Eric, rotund and jovial, conducts a small neighborhood ice cream parlor on Kennedy Street in northwest Washington, D. C. He serves more than 500 people daily with his famed ice cream concoctions, not only Washingtonians but folks from every state in the Union who visit the Capital and demand a taste of the "life of Weile." The little soda bar has become one of the area's biggest tourist attractions.

Eric, with his brother, Henry, who followed him to America in 1939, had tried with little success to operate a suburban Washington restaurant. In May of 1945, he moved the business to its present location. To complete his stock, he ordered six cantaloupes from a fruit wholesaler and, to his dismay, the delivery brought in error



six crates of the melon.

"What can I do with these?" Eric moaned.

A customer suggested that he cut them in half and serve them filled with ice cream.

Weile took to the idea. Since coming to the U.S. he had become an ice cream addict. In his former land, ice cream had been a luxury afforded only by the elite and the very wealthy. Here, a common food enjoyed by all, it would help sell his cantaloupes.

But Eric, a frustrated artist all his life, with an artist's sense of beauty and eye for color, determined to make a real treat of his special.

He filled the scooped-out cantaloupe with ice cream, built high within a border of bananas, topped this with a mountain of whipped cream, decorated with colored sugars, with a tiny American Flag stuck in the crown for effect. Thus was born the "Cantaloupe Skyscraper," and on the first day he did \$75 worth of business in the sundae alone, selling it at 85c!

Word of the giant sundae spread, and soon folks from far and wide were flocking to Weile's for the big job. When cantaloupes were sold out, customers demanded he create some other kind of sundae.

Eric responded with the "Killer Diller," which ice cream aficionados across the country still consider a phenomenon in the trade because, although it sells at 60c, it is the most popular item on the Weile menu.

The "Killer Diller" paved the way for a total of 55 originals now featured on the famed Weile menu. With imaginative showmanship, and his artistic sense, Eric has popularized such glamorous items as the "Love Boat," a huge sundae for two, over

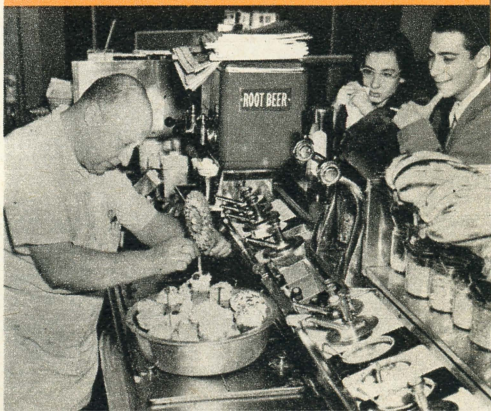
which both young and old lovers spoon. And the pun is intended!

The "Smorgasbord" ranks highly as a favorite of all ages. It consists of three large scoops of ice cream, of a choice by the eater from 20 flavors, garnished with any one, any combination, or all of 16 different toppings, plus fresh fruits, nuts, colored sugars and whipped cream.

Then there is "The Glutton," based with a half-gallon of ice cream, for those who really can put it away; the "Rembrandt," featuring several scoops of ice cream built picture-frame style with added brick ice cream and covered with strawberries; the famous "Washtub," containing two gallons of cream and a great favorite for group rather than individual orders; and "The Thing," a half-gallon ice cream soda.

The adult is Eric's best customer. "Kids troop in," he says, "and many of them get their parents to come in the first time. But after that, it's the elders who keep coming, not the youngsters. Maybe the old folks are like me. Just didn't get enough of ice cream when they were kids."

*Ice-Cream Genius Weile puts finishing touches on gigantic "Washtub" sundae.*





# Johnny Spence's OPEN-AIR GOLF SHOP

by DEAN EAGLE

Assistant Sports Editor  
Louisville Courier-Journal



Likable Johnny Spence appears to be stuck with the title of "assistant pro."

He has served as aide to more than 100 professional golfers during the past five years, and inasmuch as everybody seems to like the arrangement, he may be second fiddle for the next 20 years—with no chance of "promotion."

Johnny is the man behind the "Open-Air Golf Shop," which you see at all the big tournaments. He rolls in with his big trailer, sets up displays featuring the smartest lines in golf equipment and apparel, and

keeps the poor host pro from sagging under the mental, physical and financial burdens that used to fall on his shoulders.

The whole idea was born in 1938. Johnny was struggling along making a living at Columbia, S. C., when a PGA-sanctioned event was scheduled to run at his course. He filled his shop full of merchandise, hired two helpers and sharpened his game, which was then in the high sixties.

Yes, the pro shop would fare well financially, Johnny had a chance to make a lot of dough and might even win the tournament.





There was only one little rub—or big rub, as it turned out later. When the tournament started, they put two big policemen at the door to Johnny's shop and only members and players could get a passport—no spectators or visitors from other clubs!

To make a sad story worse, the problems poured in from the touring professionals.

"Where do we send our cleaning?"

"My wife and kid are sick, Johnny, could you help me find a place for them?"

"Johnny... Johnny... Johnny..."

With his own financial troubles and the woes of every other visiting pro weighing heavily on his mind, Johnny's game went to pieces. He flubbed to 77 and 78 and didn't even qualify.

It was too much for even a jovial guy like Spence, who usually took

his difficulties in stride. He thought of giving up the game completely and getting a job as boilermaker, bartender or barber.

Then came the idea!

"Why couldn't I go along and set up shop where it would be accessible to everybody and help the poor host pros?"

The idea was good but the timing was poor. The war came along and Johnny had a more important pro to assist.

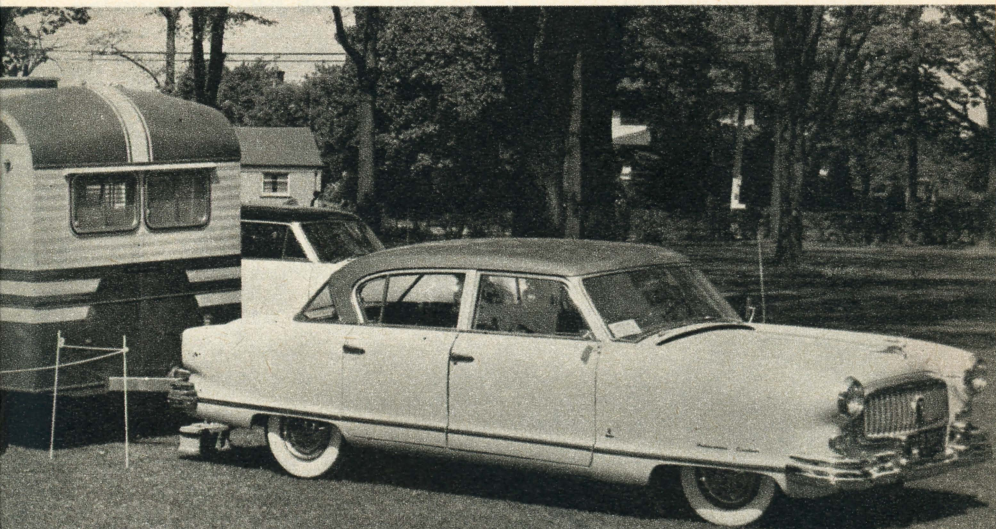
When Uncle Sam turned him loose, he worked hard to get back in the swing of things, golfwise. He persuaded Ed Dudley to let him try his Open-Air Golf Shop at the 1948 Masters Tournament.

It was a terrific success.

That was 135 tournaments ago. Since then, Johnny has ironed out a lot of little wrinkles. A Nash Amba-

*(continued on page 24)*

*Spence uses an Ambassador to get his trailer to tourneys where he sets up shop.*





sador with a trailer all dolled up in the same color scheme has solved his travel problems. And to negotiate the pesky traffic worries brought on by big tourney crowds, Johnny uses the quick-on-the-getaway Nash Rambler to get his wares together. The winning parlay has smoothed out delays and discomforts to such a point that Johnny vows you can't beat such a combination.

Manufacturers of golf items are happy, too. They set up their displays in Johnny's shop and the local pro's income gets a big boost since he rakes in the profits.

The 1952 PGA Tournament at Louisville found Johnny besieged by questions about cleaning, hotels, laundry etc., while Big Spring pro Jack Ryan had an opportunity to concentrate on his game.

Said one pro recently given a helping hand, "Why, Johnny, they'll buy stuff out here that we have had in our shop for a year."

Johnny credits the extra sales vim to the bazaar touch.

"It's like a circus," he said. "People—especially when you have so many of them—will just buy things on an occasion like this, either to have them for a souvenir or because they have wanted them for a long time but just now got around to buying them. It's remarkable.

"I would say that 95 per cent of our business comes from other clubs, other towns and other states."

Johnny does his biggest business at the Masters, the Tam O'Shanter and the PGA every year. A lot of fans know he'll be there; those who don't know him are lured by curiosity.

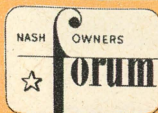
Johnny knows the name and hand shake of every big pro on the circuit. The new pros visit his place to look at his fancy displays and to sample his selling technique.

The Open-Air Shop is now an institution on the birdie path!

*Spence and Jack Ryan, Louisville pro (right), admire a Rambler, designated as official car at many tournaments. Host pros get their names on open-air golf shop, as seen here.*







# Readers FAVOR Driver Training

Overwhelming approval for teaching driver-training in high schools was given by letter-writers from 33 states in the final Forum. There were 10 letters supporting the idea for each one against it. Winners of the best letters, which appear below, are Mr. Edward G. Ebert of Asheville, N. C., and Mr. Joe T. Novakovich of Wisconsin Rapids, Wis. To each goes a \$50 check.

## FOR

Americans pride themselves on knowing a good investment. Then why all the fuss-'n'-feathers about compulsory high school driver-education? It's a darn good investment! Dividend—nearly 90 per cent less accidents!

High school driver-education starts young drivers off in the right gear. They learn about cars and their potentialities. They learn about themselves and their limitations. They learn the traffic laws and their responsibilities under them.

Industry trains a man before putting him to work on a machine. In sports we say the untrained man is most likely to get hurt. High school students will probably drive high-powered cars most of their lives. Our industrial and sporting common sense should be extended to them. Let's train them!

The three Rs are useless to a dead untrained driver. Knowing how to drive safely is as important as the three Rs in modern living. If the school curriculum is crowded, cut some of the fancy stuff and teach the youngsters to drive.

Cost of high school driver-education is very high per pupil? Bet it costs a whale of a lot less than a cheap funeral—discounting the grief. Let's stop counting dollars and start counting lives!

Edward G. Ebert  
Asheville, N. C.

## AGAINST

While I am deeply enthused with the wonderful educational and safety program of driver-training in our high schools, I vote an emphatic "no" for making it compulsory. My arguments against such a proposal are, I believe, logical.

Once you place driver-training in the same category with other "must" courses like English and Algebra, you are going to spoil the spirit of the drive toward the very goal you are attempting to reach. The "fruit" of these "must" courses is only too evident among our population today, to wit: our poor spellers, poor speakers and poor "figurers." Do we want "poor" drivers, too?

I am not prejudiced against teachers. There are some very capable ones in our high schools today. However, there is not enough emphasis placed on instilling the *desire* into our youth toward any particular course. The best English course I ever took was at the University of Wisconsin where it was taken as an "extra," voluntary. I say best because I had the desire to gain the knowledge which I so foolishly overlooked in high school, simply because it was a "must" course.

No, much better to leave driver-training in our high schools on a voluntary basis.

Joe T. Novakovich  
Wisconsin Rapids, Wis.



# HELPFUL hints

from Nash Owners

When removing buttons from any garment, slip a comb under the button and be assured that you won't be pulling out material along with the thread.

*Mrs. Edward J. Toby  
Port Washington, N. Y.*

To renew black suede shoes, place a few drops of vinegar in a saucer of water and brush on. When dry, the shoes will take on a new appearance and be restored to a clear black color.

*Mrs. M. E. McCarthy  
Brookline, Mass.*



If you have a favorite way of performing some ordinary household task, or have discovered a short-cut in the performance of some chore, send it along. Nash Airflyte Magazine will pay five dollars for each contribution published. None will be returned. Address all contributions to Nash Airflyte Magazine, 431 Howard St., Detroit 31, Michigan.

Suitcases sometimes develop a musty odor when stored away. An unwrapped bar of soap left in the case will keep it in fresh and desirable condition.

*Mrs. Harold E. Pierce  
Coldwater, Mich.*

Ashes and odors won't cling to your ash trays if you give them a coat of wax. They can be wiped clean with a disposable tissue.

*LaVon Enderson  
Ridgeway, Iowa*

Use a small gravy blender to beat one or two eggs. It saves time and unnecessary mess.

*Mrs. Charles E. Vail  
Hillsboro, Ill.*

Unfinished benches will remain smooth and last longer if you give them a natural wood finish with boiled linseed oil.

*H. Renge  
Cleveland, Ohio*



A small fluffed-out piece of cotton fastened to the center of your screen doors will keep all flies away from the door.

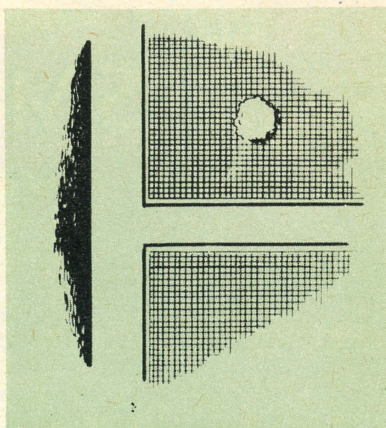
*Mrs. Hazel R. Gates  
Prescott, Ariz.*

To kill weeds in brick walk, mix: 2 lbs. Sal Soda, 3 lbs. Venetian red, 4 lbs. common salt, 6 qts. water. Spread with broom.

*Miss Lucile Pelecki  
Springfield, Ill.*

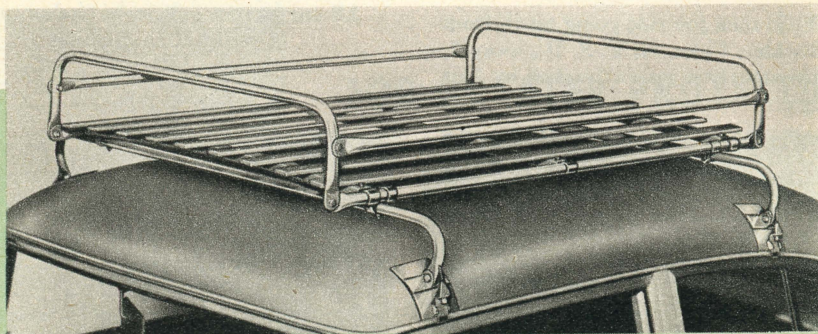
To transfer feathers from old pillow to new ticking, partly open end seam of pillow, baste new ticking around opening and work feathers through.

*Miss Ruby Christensen  
Pasadena, Calif.*



To make it easier on your eyes when knitting at night, provide a dark background on your lap when working with light-colored yarns, and conversely a light background when working with dark-colored yarns.

*Mrs. Harry D. Humphrey  
Cleveland, Ohio*



## NASH KARDEK CARRIER

Nash Kardek Carrier—customed-styled—is ideal for the traveler with extra luggage or fishing and camping gear. Easily and quickly installed, it attaches securely to the roof of your car. A traveler's delight, Nash Kardek Carrier also adapts itself to commercial use.





Share your smile with Nash Airflyte readers and be richer by five dollars Nash Airflyte pays five dollars for each Smile Along the Road contributed by a reader and selected for publication. All contributions become the property of Nash Airflyte and none will be returned. Send your contribution along to Nash Airflyte Magazine, 431 Howard St., Detroit 31, Michigan.

### HOT WEATHER ADVICE

A cleaner advertises:

Drop Off Your Clothes

at

Finer Cleaners

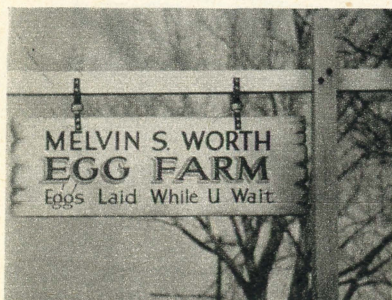
and

Go On To Work

*Mrs. Fred Whale  
Ogden, Utah*

### NO DELAY

While on a joy ride going north from Boulder, Colo., on U. S. Highway 7, my attention was attracted by this sign:



*H. W. Carpenter  
Denver, Colo.*

### PRECOCIOUS

A sign on the front of a sign painter's shop in Daytona Beach, Fla.:

I was making signs before I  
could talk.

*Dr. Eddie C. Durant  
Sumter, S. C.*

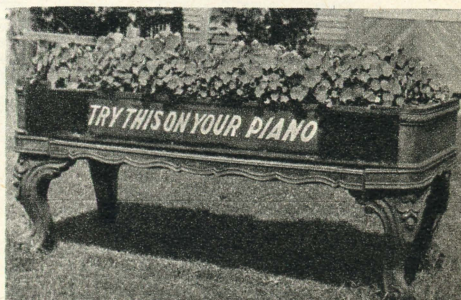
### TIGHT?

The following sign was seen at a cobbler's shop in Fitchburg:

All our laces are fit to be tied.

*Paul E. Maguire Jr.  
Worcester, Mass.*

### A NEW NOTE



*Clinton W. Hough  
Pasadena, Calif.*



### SOFT OR HARD?

The sign in front of my neighbor-poultryman's house reads:

**W E BOYLE  
FRESH EGGS**

*Mrs. G. Ward Stetson  
Middleboro, Mass.*

### FAIR ENOUGH

Sign in a Des Moines cafe:

If you want to put your ashes and cigarette butts in your cup and saucer, let the waitress know and she will serve coffee in the ash tray.

*Miss Rena Patte  
Malden, Mass.*

### A GENTLE HINT

Sign on a newly-painted wall in a barber shop:

This is a partition, not a petition:  
No signatures needed.

*Mrs. Neill Streuter  
Jacksonville, Ill.*

### IT PAYS

On a recent vacation trip, my wife and I saw this interesting signboard near Wichita, Kans.:



*Adrian R. Fiala  
Omaha, Nebr.*

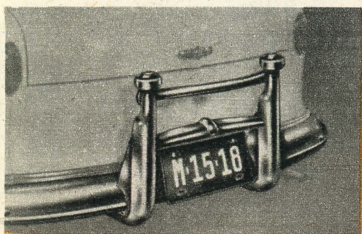
### VALUE RECEIVED

On a recent trip I saw this sign in Albuquerque, N. M.:

We have no argument with those who sell for less.

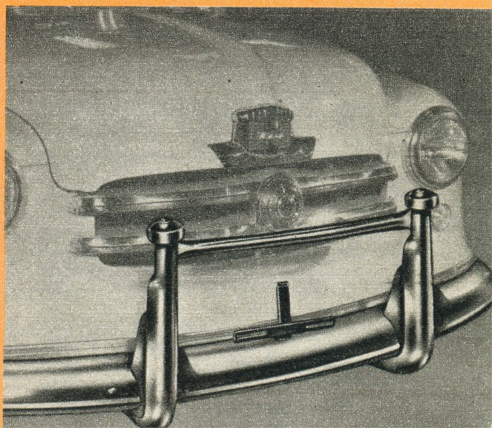
They know what their stuff is worth.

*Conrad J. Reese  
Forest Park, Ill.*



Nash Rambler Guards for the grille and trunk provide maximum protection at both front and rear. Both Rambler Guards prevent interlocking of bumpers while the uprights give maximum rigidity and impact resistance. Here is the protection you need on crowded parking lots, in heavy traffic or when parking in a short space.

## FOR GREATER PROTECTION





# That's right, son!

**An ounce of protection  
is worth a pound of cure**

The jarring tackles and the crisp, sure blocking of modern football are a tribute to the excellent condition and the fine training of today's athletes.

And underneath those colorful uniforms are the best in modern protection—light in weight but carefully designed to afford the utmost in protection—a far cry from the dangerous and cumbersome pads of years ago.

The PLUS PROTECTION of today's motor cars requires up-to-date equipment and methods, too. Today's Nash Service, based on skilled training and the latest in service equipment, gives your car the modern protection it needs for LONG-LIFE, economical performance and freedom from unnecessary repairs.

**Bring your car**

**to us for**

**PROTECTION**

**PLUS**

**through**

**REGULAR SERVICE**



# PROTECTION PLUS!



Let us safeguard  
your car's future  
through  
Regular Service

- COMPLETE LUBRICATION
- ENGINE OIL CHANGE
- ROTATE TIRES
- ENGINE TUNE UP
- INSPECT SHOCK  
ABSORBERS
- ADJUST BRAKES



THE WORLD'S  
*MOST MODERN* SERVICE

BRING YOUR *Nash* TO FOLKS WHO KNOW IT BEST



SEC. 34.66 P. L. & R.

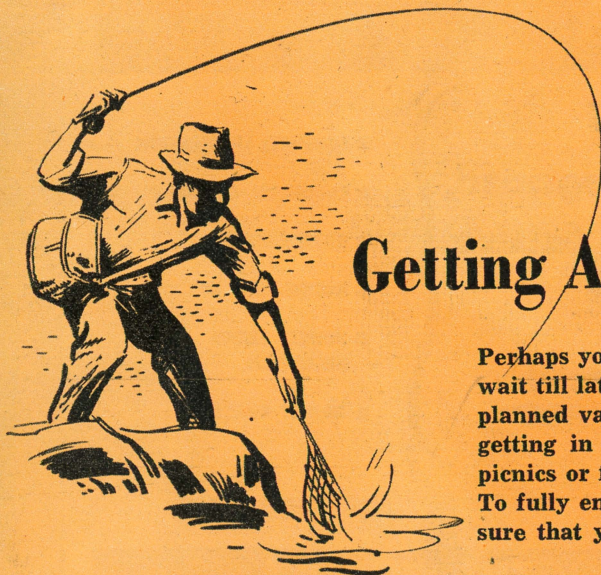
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## Getting A Late Start?

Perhaps you are one of thousands that wait till late summer to take that long-planned vacation. Or it may be you're getting in the last of family outings, picnics or fishing before summer ends. To fully enjoy these trips, let us make sure that your car is in tip-top shape.

# ENSTAD NASH, INC.

1327 Oakland Ave., W.

Austin, Minn.

Phone 9639

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